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BPEN82MA

R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION
PROMOTION SUMMARY REPORT

DATE: 98-03-05
TIME: 09:20 AM

PROMOTION : 800266 WIN MAY B2G $.70 OFF
DRIVE PERIOD: 80500

	NO OF ACCOUNTS	TOTAL SKUS	TOTAL OFFERS		ALLOCATION CASES	ALLOCATION OFFERS
16XXXX 16 BUFFALO REGION						
					658	98,700
VAP						
CHAIN	1,996	2,604	52,080			
INDEPENDENTS	1,514	2,092	41,840			
VAP TOTAL	3,510	4,696	93,920			
NON-VAP						
CHAIN	122	2	40			
INDEPENDENTS	200	3	60			
NON-VAP TOTAL	322	5	100			
TOTAL CHAINS	2,118	2,606	52,120			
TOTAL INDEPENDENTS	1,714	2,095	41,900		TOT COMMITTED:	94,020
TOTAL ACCOUNTS	3,832	4,701	94,020		TOT REMAINING:	4,680

****

51861 1315

To: Veschio, Shellie
From: Campbell, Judy
Edited: 3/5/98 9:35
Subject: CHAIN UPDATES

HI SHELLIE,

PLEASE MAKE THE FOLLOWING UPDATES FOR THE MAY PROMOTIONS:

PROMOTION #800266 / WINSTON .70¢ OFF 2/PACKS
CHAIN ID #0565-00-00 2 SKUS PER STORE

PROMOTION #800101 / CAMEL B2GF T-SHIRT
CHAIN ID #0565-00-00 2 SKUS PER STORE

THE SUB-CHAIN (0565-01-00) SHOULD NOT BE INCLUDED.

THANKS,
JUDY / 1610

(SHELLIE, I'M FAXING THIS REQUEST TO YOU AS WELL, DUE TO SHORT TIMEFRAME LEFT FOR THE WINSTON PROMOTION).

51861 1316

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BPEN82MA

R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION
PROMOTION SUMMARY REPORT

PAGE: 1
DATE: 98-03-03
TIME: 08:46 AM

PROMOTION : 800266 WIN MAY B2G $.70 OFF
DRIVE PERIOD: 80500

	NO OF ACCOUNTS	TOTAL SKUS	TOTAL OFFERS	ALLOCATION CASES	ALLOCATION OFFERS
16XXXX 16 BUFFALO REGION				658	98,700
VAP					
CHAIN	1,748	2,461	49,220		
INDEPENDENTS	1,492	2,064	41,280		
VAP TOTAL	3,240	4,525	90,500		
NON-VAP					
CHAIN	116	140	2,800		
INDEPENDENTS	220	266	5,320		
NON-VAP TOTAL	336	406	8,120		
TOTAL CHAINS	1,864	2,601	52,020		
TOTAL INDEPENDENTS	1,712	2,330	46,600	TOT COMMITTED:	98,620
TOTAL ACCOUNTS	3,576	4,931	98,620	TOT REMAINING:	80

Non-VAP
Removed

Wilson Farms ~~X~~ Yes (Diego)
Stewarts ~~X~~ No
Kinney ~~X~~ No
Kwik-Fil ~~X~~ Yes

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UPDATE AS INDICATED FOR EACH PROMOTION

PROMOTION # 800266

ROU/MGR	CHAIN NAME	CID#	VAP SUPPLIER	#/SKUS			
KJ	SADO GAS	1260-00-00	DERIGO	3 OR 4			
KJ	LAKE COUNTY	1887-00-00	TRIPI	1	✓		
RT	JOLLEY	2681-00-00	DOWLINGS	1	✓		
DK	KINNEY DRUGS	1874-00-00	KINNEY	CHECK W/ D.KEENEY		No	
1210	PAKAM	SUB-SUB JOBBER	KLEIN CANDY	CHECK W/1210			
AZ	J-MART	2803-00-00	McLANE NE	1	✓		
AZ	SUGAR CREEK	1227-00-00	McLANE NE	1	✓		
1244/JM	COUNTRY CONV	2946-00-00	TRIPIFOODS	1	✓		
1244/JM	WALLACE OIL	2358-00-00	MOUNTAIN CANDY	1 TO EACH ACCT ON VAP		✓	
1310/JR	A-PLUS/SUNOCO	0362-02-XX	McLANE NE	1	✓		
1310	HESS	0353-02-03	McLANE NE	1	✓		
1310	HESS	0353-03-03	McLANE NE	2	✓		
1310/JR	A-PLUS/SUNOCO	0362-03-XX	McLANE NE	1	✓		
2640/ JR	7-11 SOUTHLAND	0001-XX-XX	McLANE NE	~~TBD~~	✓	TBD	
1310	COASTAL MART	1906-XX-XX	McLANE NE	2	✓		
JMc	WAM	PER WK PLAN	MOUNTAIN CANDY	PER WK PLAN		30 ✓	
RMD	YELLOW GOOSE	3548-00-00	TRIPIFOODS	1	✓		
RMD	WILSON FARMS	4027-05-00	TOPS	2 CHECK W/RMD			
DK	STEWARTS	0548-00-00	STEWARTS	CHECK W/ D.KEENEY		No ✓	
RMD	Kwik-fil	0565-00-00	Tripi	"		✓ ~~at least~~ 2 if possible	

**McLANE NE E-Mail Distribution List: 1110 / 1210 / 1310 / 1645 / 1710 (J.Piscitelli, J. Rago)

*** IF VAP W/'0' ARE ADDED TO PROMOTION - ALL 'CIG' AND 'RSV' VAPS MUST BE REMOVED

** REMOVE ALL 'NON-VAP' INDEPENDENTS FROM EACH PROMOTION ✓

INDEPENDENTS TO BE ADDED TO ALL PROMOTIONS:

S/REP	SIS#	NAME	VAP SUPPLIER	#/SKUS	
162301	760781	BLOUINS BEV	CAPITAL CANDY	1	✓
162603	397332	CY'S PHARMACY	EP KIRST	2	✓

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3/4/9898SKUS.XLS

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